



# effects<sup>20</sup> montreal

The biggest Hub for VFX and  
animation industries in Montreal

**2-3 June, 2020**  **Montreal, Canada**

[www.effects-events.com](http://www.effects-events.com)



# TABLE OF CONTENTS

What is effects Montreal?	2
Sessions	3
effects19 statistics	5
What to expect at effects Montreal 20?	6
effects Montreal 20 passes	7
Some of the last year's exhibitors & sponsors	8
Why exhibit and sponsor?	10
Exhibiting offers	11
Pass offers	12
Sponsorship opportunities	13
Practical information	20
Map	21
Contact us	24



# WHAT IS EFFECTS MONTREAL?

## A 2 days conference to gather the VFX and animation communities

Effects Montreal brings together thousands of participants from the VFX and animation industries for 2 days of sessions, business meetings, job fair, award ceremony, training and networking in Montreal, Canada.

Connect with 2D/3D Artists, supervisors, business developers, producers from Canada, the USA, Europe and the rest of the world, who all gather in June 2020 on the Canadian east-coast.

## Last year: effects 19 by the numbers

 **56** Sessions  
 **6** Masterclasses

 **50** Exhibitors and sponsors  
 **1,900** Participants





# SESSIONS

Among the most popular speakers at effects19



**Dave Taritero**  
Senior vice president of  
visual production  
Disney



**Joseph Kasparian**  
VFX supervisor  
Hybrid Technologies



**Gabriel Portnof**  
CG supervisor  
Dreamworks



**Patrick Tubach**  
VFX supervisor  
Industrial Light & Magic



**Joshua Beveridge**  
Animation supervisor  
Sony



**Bryan Grill**  
Visual effects supervisor  
Scanline VFX



**Michelle Einsenreich**  
VFX producer  
DNEG



**Jeffrey Higgins**  
VFX supervisor  
Digital Domain





**Alexander Richter**  
Technical director  
Dwarf Studio



**Andrew McPhillips**  
Visual effects supervisor  
SpinVFX



**Chad Nixon**  
VFX executive producer  
head of production  
Cinesite



**Chloe Grysole**  
Managing director  
Framestore



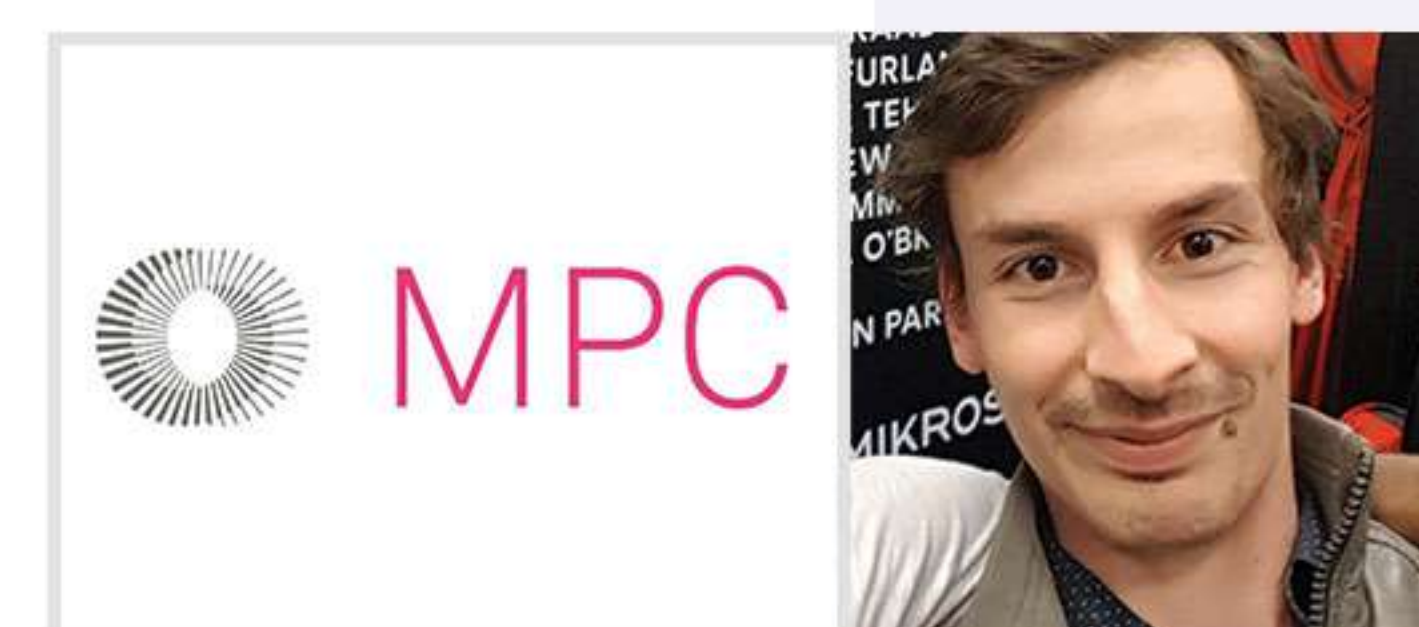
**Nicolas Delval**  
Head of studio  
Mikros



**Jennifer Klotz**  
Head of learning &  
development  
Technicolor



**Lauren McCallum**  
Global managing director  
Mill Film



**Mathieu Assemat**  
CG supervisor  
MPC Film



**Mark Rigley**  
Developer lead  
Shopify



**Katie Torunian**  
VFX production manager  
Method Studio



# 1,900 PARTICIPANTS IN EFFECTS 2019



**30%** Artist 2D / 3D



**22%** Supervisors / TD / 2D / 3D / VFX



**15%** Students 2D / 3D



**15%** HR / Recruiter / Marketing



**12%** Business development, CEO /Founders  
Producers, Coordinators



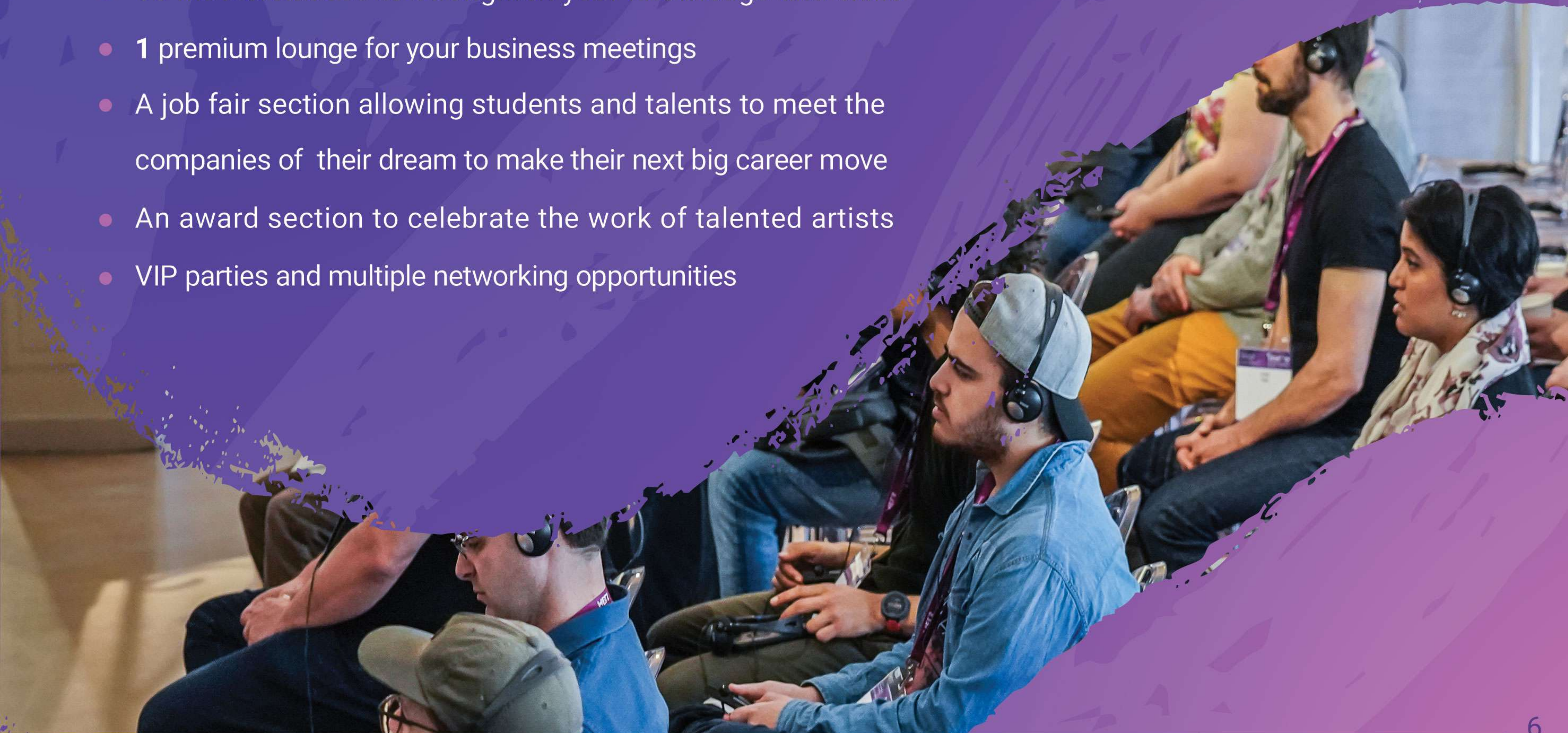
**6%** Other





# WHAT TO EXPECT AT EFFECTS MONTREAL 20

- 2 days of celebration and gathering of the VFX & animation industries
- 1 expo zone with 80 exhibitors and sponsors
- 5 session rooms with a schedule of 60 top-quality sessions
- 10 masterclasses to strengthen your knowledge and skills
- 1 premium lounge for your business meetings
- A job fair section allowing students and talents to meet the companies of their dream to make their next big career move
- An award section to celebrate the work of talented artists
- VIP parties and multiple networking opportunities





# EFFECTS MONTREAL 20 PASSES



Type of pass	Expo / show floor	Sessions	Business lounge	Master class
<b>Expo pass</b>	Anytime	Limited to 2 expo session rooms on the show floor	No	No
<b>Premium pass</b>	Anytime	2 expo sessions + 3 premium sessions	No	No
<b>Premium plus pass</b>	Anytime	2 expo sessions + 3 premium sessions	Unlimited access (including breakfast and lunch)	No
<b>Masterclass</b>	Anytime	2 expo sessions + 3 premium sessions	Unlimited access (including breakfast and lunch)	Access to one class



# SOME OF THE LAST YEAR'S EXHIBITORS





## SOME OF THE LAST YEAR'S SPONSORS







# WHY EXHIBIT AND SPONSOR?

- **Showcase your products** and expertise to a professional audience: whether at your booth and/or during a live session, highlight the projects you are the most proud of, share your expertise
- **Grow brand awareness** among your top targets: whether they are potential recruits, prospects or existing partners, sponsoring opportunities are here to make sure that your company name is visible within the industry
- **Network** and reinforce relationships within the industry.
- **Celebrate** your community of artists, employees and/or users.

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- 10



# EXHIBITING OFFERS

Stand	Super Early Bird until 27/02	Early Bird until 17/04	Regular rate
<b>Bronze 8<sup>ft</sup> x 10<sup>ft</sup></b> 1 premium pass +10 expo passes	2,700 CA\$	3,100 CA\$	3,500 CA\$
<b>Silver 8<sup>ft</sup> x 20<sup>ft</sup> or 10<sup>ft</sup> x 16<sup>ft</sup></b> 2 premium passes +20 expo passes	5,400 CA\$	6,200 CA\$	7,000 CA\$
<b>Gold 16<sup>ft</sup> x 20<sup>ft</sup></b> 3 premium passes + 30 expo passes + golden location + golden item (see sponsorship opportunities) + logo on the map	14,900 CA\$	16,500 CA\$	19,000 CA\$
<b>Platinum 12<sup>ft</sup> x 33<sup>ft</sup></b> 5 premium passes + 40 expo passes + platinum location + platinum item (see sponsorship opportunities) + logo on the map	18,100 CA\$	20,500 CA\$	23,500 CA\$



# PASS OFFERS

## Pass

Super Early Bird  
until 27/02

Early Bird  
until 17/04

Regular rate

Expo

20 CA\$

20 CA\$

20 CA\$

Premium

150 CA\$

200 CA\$

250 CA\$

Premium Plus  
(Breakfast & Lunch)

250 CA\$

300 CA\$

350 CA\$

Masterclass

750 CA\$

750 CA\$

750 CA\$



# SPONSORSHIP OPPORTUNITIES

## SPECIAL OFFER

### Diamond Package (Only 1 available)

ITEMS	WORTH CAD	YOU PAY
Premium lounge sponsor	5000	<b>25.900 CA\$</b> <b>Instead of</b> <b>36.500</b> <b>(your benefit</b> <b>10.600 CA\$)</b>
55 Minutes sponsored session	3500	
Wifi	2500	
Logo on tote bag / T-shirt / lanyard	7000	
Banner on the website	3000	
Speech in award ceremony	3000	
Emailing all attendees	3000	
Back cover Ad	1500	
Insert promotional items in the bag	1000	
Logo on all passes	3500	
Logo on the map	500	
Social media package	1500	
Sponsored trailer in award ceremony	1500	






# SPONSORSHIP OPPORTUNITIES

## SPECIAL OFFER

### Gold Package (Only 2 available)

ITEMS	WORTH CAD	YOU PAY
55 Minutes sponsored session	3500	<b>12.900 CA\$</b> <b>(instead of 17.200)</b> <b>Your benefit:</b> <b>4300 CA\$</b> 
Coffee break	1500	
Logo on all passes	3500	
Insert promotional items in the bag	1000	
Logo on the map	500	
Ad in 2nd page or 3rd page	1200	
Banner on the website	3000	
Social media package	1500	
Sponsored trailer in award ceremony	1500	



# SPONSORSHIP OPPORTUNITIES

## SPECIAL OFFER

Silver Package (Only 4 available)

ITEMS	WORTH CAD	YOU PAY
25 Minutes sponsored session	2000	6.500 CA\$ (instead of 9200) Your benefit: 2.700 CA\$ 
Insert promotional items in the bag	1000	
Logo on the map	500	
Ad in 2nd page or 3rd page	1200	
Sponsored trailer in award ceremony	1500	
Banner on the website	3000	



# SPONSORSHIP OPPORTUNITIES

SPONSORED SESSION		
<b>Session Room</b>	Reach your target audience directly by sponsoring a conference room and position yourself as an industry leader. Includes the projection of an intro-mini trailer every time a session starts.	<b>2000</b>
<b>55 Minutes Session with Video Recording</b>	Present your products and share your experience in front of animation and VFX industry professionals.	<b>3500</b>
<b>25 Minutes Session with Video Recording</b>	Present your products and share your experience in front of animation and VFX industry professionals.	<b>2000</b>
<b>Opening, Evening or Closing Keynote 55 Minutes Session</b>	Host your own coffee break at your booth or at the bar for effects Montreal attendees. Includes coffee and tea for 30 minutes.	<b>1500</b>



# SPONSORSHIP OPPORTUNITIES

NETWORKING		
<b>Closing Party Day 2</b>	Position your brand in front of all effects Montreal 20 attendees.	<b>5900 Exclusive</b>
<b>VIP Opening Cocktail</b>	Position your brand in front of effects Montreal 20 premium pass holders and VIPs.	<b>3000 Exclusive</b>
<b>End of Day Happy Hour Day 1 5PM – 7PM</b>	Keep your company front of mind by sponsoring the cocktail reception. This package includes 1 sign with your logo placed in the bar, online promotion and you can bring your own t-shirts for bartenders and place your banner-ups in the bar. Drinks not included.	<b>7000 Excusive</b>
<b>Coffee Break</b>	Host your own coffee break at your booth or at the bar for effects Montreal attendees. Includes coffee and tea for 30 minutes.	<b>1500</b>
PREMIUM LOUNGE		
<b>Premium Lounge</b>	Branding in the premium lounge including your trailer on TV, in the show guide and on the website, printed banners on site.	<b>5000 Exclusive</b>
<b>Premium Lounge Breakfast + Lunch</b>	Target professionals by treating them for breakfast and lunch.	<b>2500 2 Availabe</b>



# SPONSORSHIP OPPORTUNITIES

PRINT- PLATINUM EXCLUSIVE (ONE ITEM OF CHOICE IN PLATINUM PACKAGE)		
<b>Volunteer T-shirts</b>	Promote your brand with your logo on all t-shirts worn by the volunteers during the event.	<b>5000</b>
<b>Reusable Water Cups</b>	Attendees drinking cups for hot and cold drinks, they will be used throughout the event & beyond after event has finished.	<b>3000</b>
<b>Tote Bag</b>	Show your support by sponsoring the official effects Montreal tote bag! Each attendee will receive the items during registration and will carry it around throughout the event and after.	<b>7000</b>
<b>Logo on All Passes</b>	Personalized badges worn by all participants at all times giving your brand maximum reach and visibility throughout the event. Your logo will be right in front of everyone during every interaction they have at the event.	<b>3000</b>
<b>Lanyards</b>	Every single attendees uses the lanyards during the event to carry their pass around their neck. Your logo will be right in front of everyone during every interaction they have at the event.	<b>7000</b>
PRINT		
<b>Insert in the Bag</b>	Your promotional item or literature will find its way into each official tote bag.	<b>1000</b>
<b>Logo on the Map</b>	Your logo next to your booth on every mini programs and banners.	<b>500</b>
PRINTED PROGRAM		
<b>Back Cover Ad</b>	Promote your company in the most visible place in the show guide that will be handed to every attendees during the show. The show guide includes the map of the event, the conference program and useful information.	<b>1500 Exclusive</b>
<b>Ad in 2nd page or 3rd page</b>	Promote your company in the show guide that will be handed to every attendees during the show. The show guide includes the map of the event, the conference program and useful information.	<b>1200 Exclusive</b>
<b>Ad inside</b>	Promote your company in the show guide that will be handed to every attendees during the show. The show guide includes the map of the event, the conference program and useful information.	<b>1000</b>



# SPONSORSHIP OPPORTUNITIES

WEBSITE AND SOCIAL MEDIA		
<b>Banner on the Website's Homepage</b>	Your logo on the rotating slider on the homepage of effects website.	<b>3000</b>
<b>Emailing All Attendees</b>	Dedicated eblast to all attendees of effects montreal 20. Promote your presence and get more meetings with qualified prospects/potential partners.	<b>3000</b>
<b>Social Media Package</b>	Post announcing the partnership on Facebook, Twitter and LinkedIn. Post of one article with content provided by the sponsor on Facebook and LinkedIn	<b>1500</b>

WIFI		
<b>Wifi</b>	Branding the Wifi network creates awareness of the sponsor, actively engaging the attendees with your brand.	<b>2500 Exclusive</b>

AWARD		
<b>Representative's Speech (15 Min)</b>	A 15 minutes sponsored speech in the award ceremony	<b>3000 2 Available</b>
<b>Sponsored Trailer</b>	Showing the trailer of the sponsor in the award ceremony	<b>1500 4 Available</b>



# PRACTICAL INFORMATION

Registration  
opening

**6** January

Super early bird  
ending time

**27** February

Early bird  
ending time

**17** April





Event dates

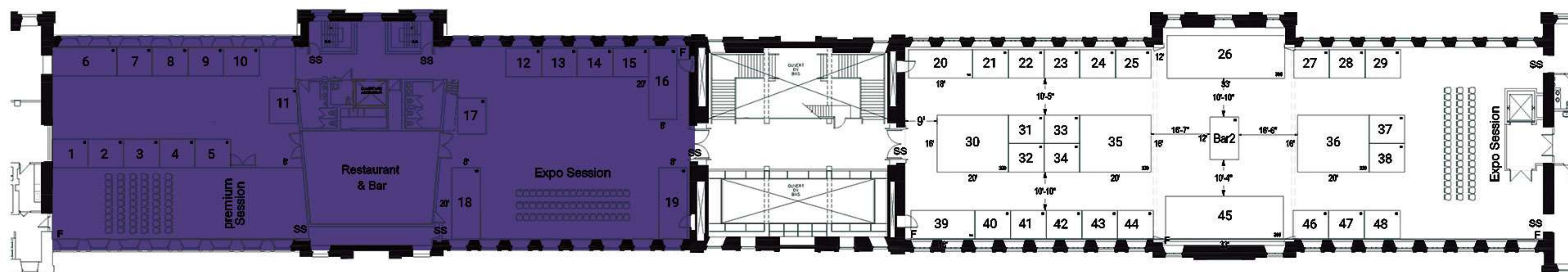
**2-3** June



**3rd FLOOR  
LEFT WING**



- |   |                  |     |
|---|------------------|-----|
|  | Bronze           | x15 |
|  | Silver           | x 4 |
|  | Premium sessions | x1  |
|  | Expo sessions    | x1  |

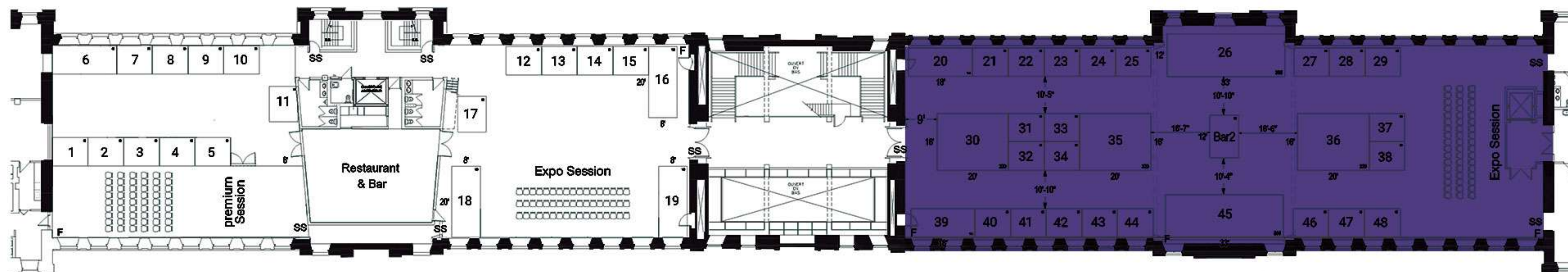




# 3rd FLOOR RIGHT WING

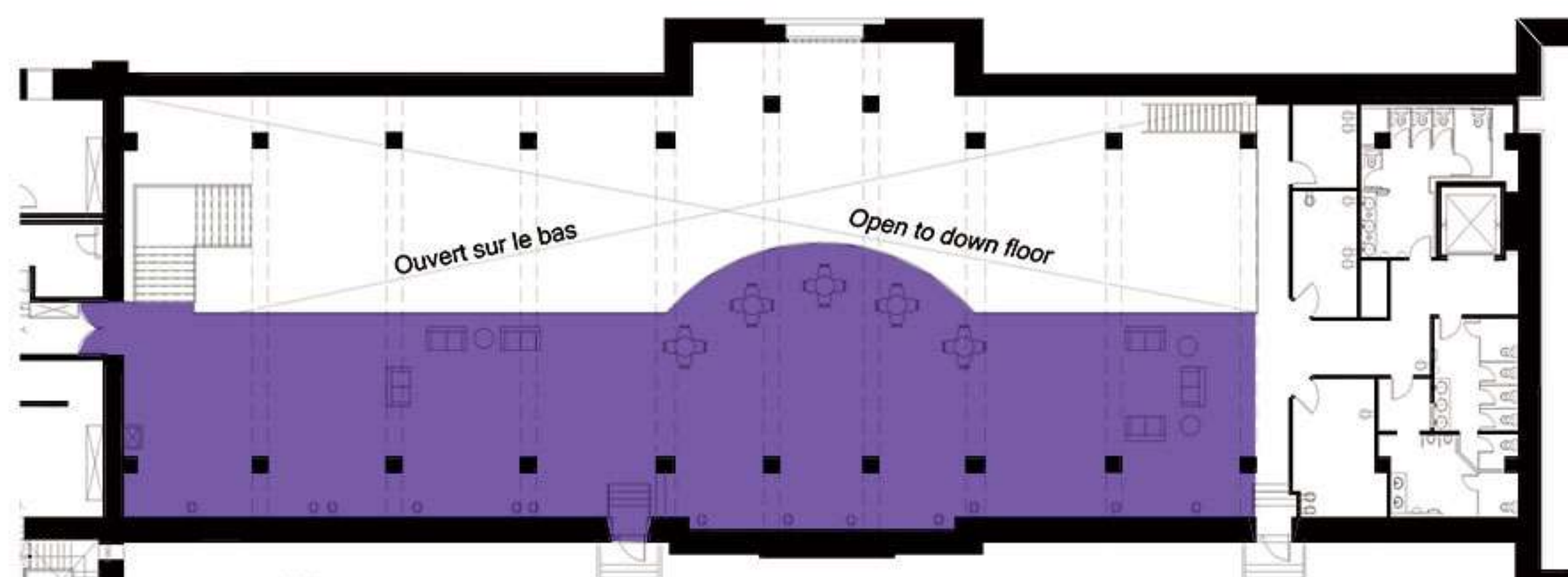
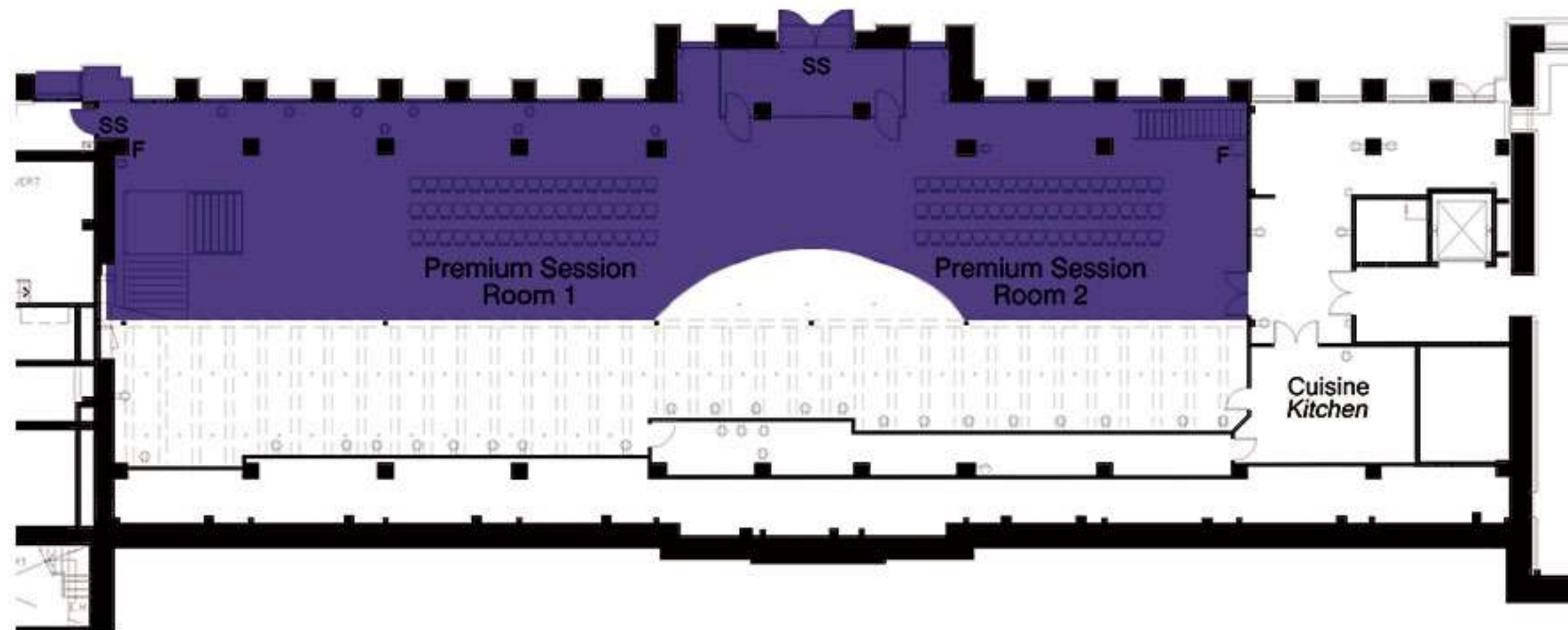
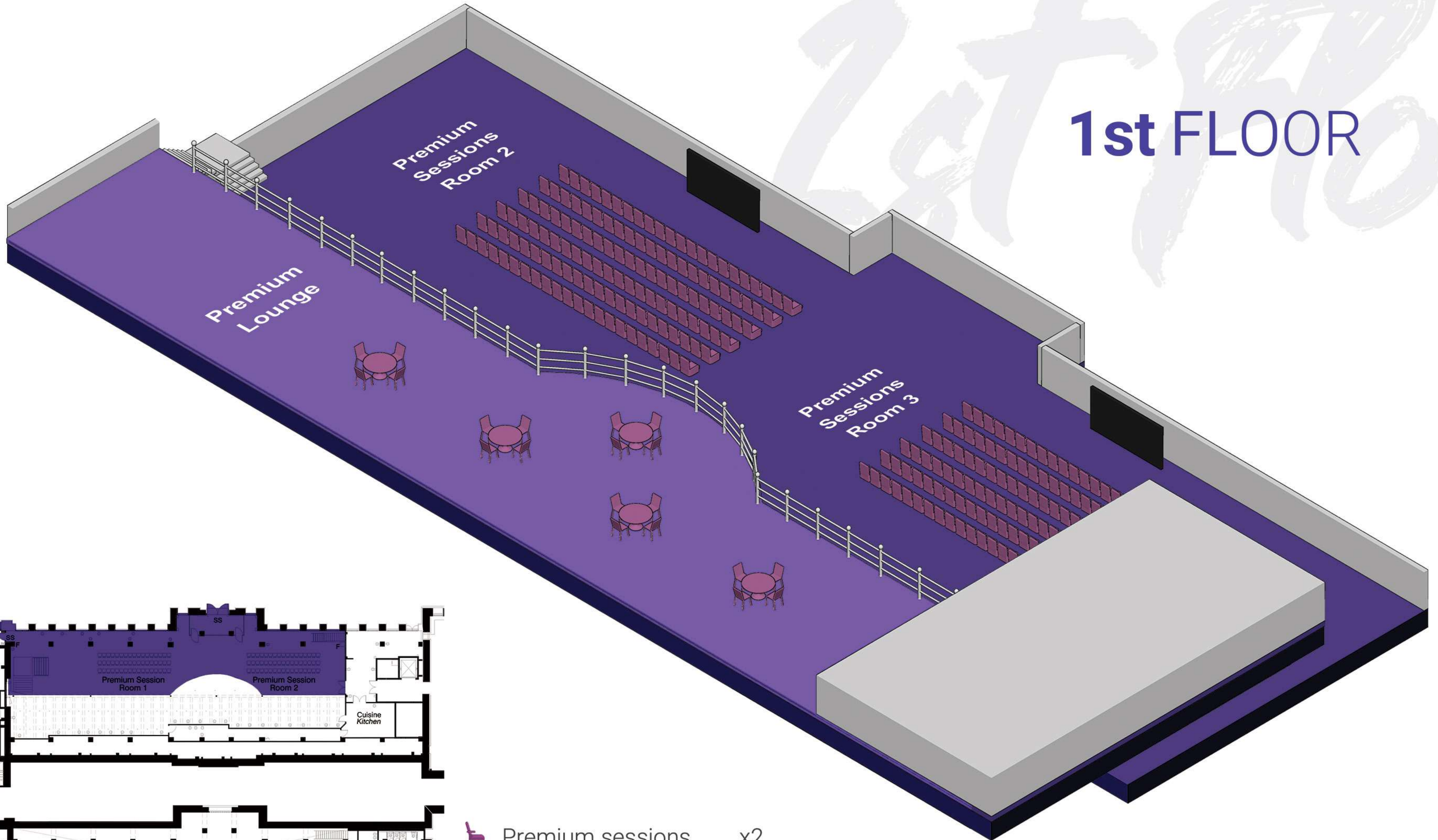
- Bronze x 22
- Silver x 2
- Gold x 3
- Platinum x 2
- SS

 Expo sessions x1





# 1st FLOOR



 Premium sessions x2

Premium lounge is located at the balcony over the premium session rooms



# CONTACT US



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